

## Contact Us

If you have questions, concerns, or complaints about your privacy or your Personal Information, you may contact us at the address listed below. We will inform you of our complaint procedures and will assist you in resolving the situation. If a complaint is found to be justified, appropriate measures will be taken including, if necessary, amending our practices and procedures.

Please write to:

Privacy Committee  
The Great Blue Heron Charity Casino  
21777 Island Road  
Port Perry, ON  
L9L1B6



# Protecting Your Privacy



**Port Perry, ON • 1-888-29 HERON**  
**[www.greatblueheroncasino.com](http://www.greatblueheroncasino.com)**

## Your Privacy

Your privacy is important to us! The Great Blue Heron Charity Casino is committed to respecting your privacy through the protection of your Personal Information.

- **Purpose and Consent:** Before collecting your Personal Information, or at the time of collection, we will explain to you the purpose of collecting it and obtain your consent.
- **Limiting Collection:** Our collection of Personal Information is limited to what is reasonable under the circumstances and your information will be used only for the purpose for which it is collected.
- **Security:** Your Personal Information is kept confidential and secure and is not disclosed to anyone outside our group of companies without your consent, unless required by law or regulation.
- **Access:** You have the right to access your own Personal Information, and to correct any inaccuracies.

## What Is Personal Information?

Personal Information is broadly defined as information about an identifiable individual. Data we collect with personal identifiers removed, so that it is impossible to determine the identity of the person to whom the information relates, is not considered personal information.

## Personal Information

### Personal Information We Collect

With your consent, we may collect Personal Information from you in person, over the telephone, by mail, or through the Internet. The type of information we may collect and maintain may include your:

- Name
- Mailing Address
- Email Address
- Telephone Numbers
- Date of Birth
- Retail transaction detail
- Photographs/Images
- Trip History
- Personal Interests/Occupation
- Information pertaining to investigations
- Government ID Reference numbers
- Medical Information  
(if you require first aid)

## Giving Consent

The cornerstone to protecting your privacy is consent. We will only collect, use, and disclose your Personal Information with your consent, except where otherwise required by law or regulation.

It is always your choice whether or not you provide us with your Personal Information. However, a decision to withhold Personal Information may restrict or prevent us from offering some services to you or from completing a financial transaction.

## Withdrawing Consent

You may withdraw your consent at any time, subject to legal or contractual restrictions and reasonable notice. If you withdraw your consent, we will inform you of the implications of such withdrawal. To withdraw your consent, simply contact us in writing and advise us of what Personal Information you no longer wish us to use.

## Accessing and Changing Your Personal Information

You may access and verify your Personal Information and find out to whom we have disclosed it. At the time of your request, we will need specific information from you to verify your identity, before we can provide you with the Personal Information we hold.

There may be instances when we will not be able to provide you with the Personal Information that you request. Examples are if the Personal Information

- Contains references to other persons
- Has already been destroyed due to legal requirements or because we no longer needed it for our purposes
- Is subject to solicitor-client or litigation privilege
- Cannot be disclosed for legal reasons

We are committed to maintaining the accuracy of your Personal Information for as long as it is being used for the purposes we have identified. To help us keep your Personal Information up-to-date, we encourage you to notify us of inaccuracies or corrections as often as you wish. Basic information changes, such as your address or telephone number, can usually be completed during your visit to the Great Blue Heron Charity Casino. Any other inquiries should be addressed in writing to the Privacy Committee.

## HOW WE USE YOUR INFORMATION

### Our Relationship With You Is Important To Us

With your permission, we collect Personal Information about you to:

- Identify you
- Administer Players Club Rewards and Promotions
- Establish and maintain a relationship with you
- Administer the Responsible Gaming Program
- Protect against error and fraud
- Comply with legal and regulatory requirements
- Assist in a medical situation

Your Personal Information may also be used to create statistics about our business. These statistics do not contain any information that could identify you personally.

In limited circumstances, we may share your personal information with other parties. This is done to administer the delivery of products or services to you, or where required by law or regulation.

### You Can Choose Not To Receive Direct Marketing

We may inform you about promotions or services by mail, or other means. If you do not wish to receive direct marketing, simply visit our Rapid Rewards Players Club and inform any of our hosts. Your Personal Information will not be used or disclosed without your consent, except where required or permitted by law or regulation.

**We will not sell your Personal Information to any organization, for any purpose.**